



Priority Projects

- **Nurture experience economy.**
 - Outstanding arts programming
 - Focus on staffing to coordinate signature/special events and drawing Spring Training crowds.
- **Create distinctive living opportunities.**
 - Historic neighborhoods & services
 - Linking historic & urban living
- **Pursue higher learning, healthcare, high-tech (clean) industry.**
 - High-wage jobs, specialty boutique, invest City property to attract right industry.
- **Ensure seamless connectivity.**
 - North-South linkages, variety of transit/transportation modes, added pedestrian friendly linkages.
- **Complete transit-oriented overlay.**
 - Downtown as an urban form.
- **Formulate new or update existing codes.**
 - Policies to facilitate revitalization. Consider subdividing bldgs. or consolidating City bldgs.
- **Develop proactive marketing plan**
 - Day and night activities, attractions, energy.